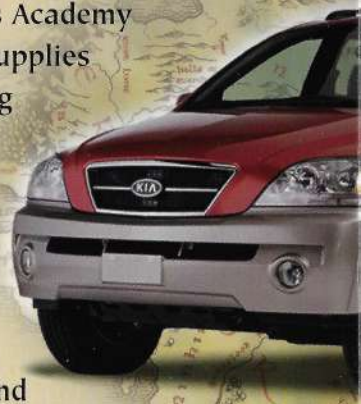
SUCCESS IS AT HAND
THE ADVENTURE BEGINS
IN KIA SHOWROOMS
AUGUST 6TH

YOUR JOURNEY TO G

Kia invites you to accelerate your sales with a test drive offer fueled by the hottest movie of the year—*The Lord of the Rings: The Fellowship of the Ring*! From **August 6–September 30, 2002**, qualified customers will receive their choice of a free DVD or VHS of New Line Cinema's Academy Award–winning blockbuster when they test drive **any new Kia model**, while supplies last. Supported by an epic multi-million dollar promotional campaign including national TV advertising and captivating point-of-sale materials, this spectacular sales promotion is certain to carry the Kia brand to new heights and drive increased customer traffic into your showroom.



In addition to Kia's integrated program of TV, print, online and in-dealership promotional support, New Line Home Entertainment will showcase the all-new **Sorento** via the studio's own multi-million dollar media and merchandising campaign. Add it all up, and you've got a truly legendary dealership sales event!

WINDOW CLING

MULTI-MILLION DOLLAR MULTIMEDIA EFFORT MAXIMIZES *THE LORD OF THE RINGS* PROMOTION

- Dedicated TV Spot promotes test drive offer nationwide during August.
- Print Advertising promotes test drive offer in *TIME* and *Newsweek* during August.
- Online Promotional Support through kia.com, kiasorento.com and lordoftherings.net!

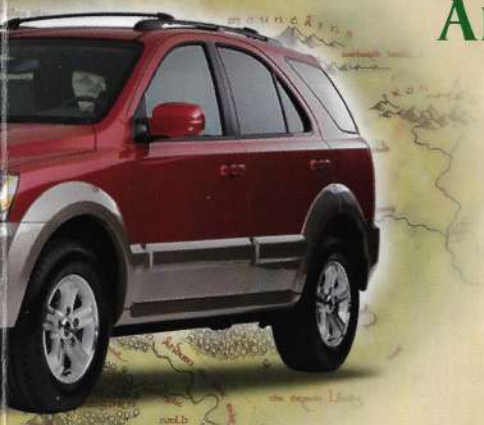
POWERFUL POINT-OF-SALE PROGRAM FOR YOUR DEALERSHIP

- (2) 2.6 ft. x 5.5 ft. die-cut Standees with Easel Backs
- (4) 15" x 20" Window Clings with Self-Adhesives
- (1) 5 ft. x 2 ft. Indoor/Outdoor Banner
- (1) 10 ft. x 3 ft. Indoor/Outdoor Banner
- Supply of Promotional Program Guides
- Supply of Test Drive Certificates

BANNERS

REATNESS STARTS HERE

KIA SORENTO STARS IN NEW LINE CINEMA ADVERTISING CAMPAIGN



- Sorento is featured as the Grand Prize in New Line Home Entertainment's multi-million dollar *The Lord of the Rings* "Escape to Middle Earth" national sweepstakes.
- Media support includes special online events via AOL and lordoftherings.net, plus key market radio.
- Sorento also showcased with prominent exposure on *The Lord of the Rings* DVD and VHS packaging, and on merchandising displays in thousands of major retail stores nationwide.

SUCCESS HAS NEVER BEEN SIMPLER

- Similar to last year's *Shrek* promotion, dealerships will receive an allotment of coded test drive certificates to distribute during the promotional period (8/06/02 – 9/30/02) or while supplies last.
- Dealers simply award certificates to customers over the age of 18 with a valid driver's license who test drive any new Kia model during the promotional period.
- To receive *The Lord of the Rings: The Fellowship of the Ring* by mail, customers call the 800-number listed on the certificate and provide the certificate code along with their name, address, phone number and choice of DVD or VHS.
- DVD and VHS movies will be available for shipment beginning August 6th. Delivery can be expected within 4–6 weeks from the date of the customer's call to the fulfillment center.

TEST DRIVE CERTIFICATE

STANDEE

Grab Hold of Your Destiny

- You Can Ensure a Successful Promotion Through:
  - Prominent display of all P.O.S. materials
  - Proper management and distribution of test drive certificates
  - Sales staff awareness of promotion and courteous treatment of test drive customers

Test Drive Offer Rules and Restrictions:

- In accordance with the intent of the promotion, certificates should only be distributed to customers who test drive any new Kia model between 8/06/02 and 9/30/02, or while supplies last.
- All customers over the age of 18 who test drive any new Kia model during the promotional period are eligible for a certificate, provided dealers have certificates available. Federal law requires that all customers who take a test drive and meet offer eligibility requirements receive a test drive certificate, if available. (See certificate for eligibility requirements.)
- Only one DVD or VHS will be issued per household and unique code.
- Certificates will be coded, tracked and audited by dealer, and program rules will be strictly enforced. Certificates are intended for customers and should not be distributed to family and friends.
- No duplication of certificates will be allowed. Please do not copy or alter the certificates in any way, as they will not be honored for redemption, and customers will be referred back to the dealership.
- A valid certificate with a unique code is required for offer redemption. Customers should not be referred to the 800-number without a certificate.
- Dealers may not reproduce nor re-create any images of *The Lord of the Rings* characters for any reason.

Questions?

Call *The Lord of the Rings* Promotion Hotline: 1-800-898-6044

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